REMARKS/ARGUMENTS

Claims 39 and 40 are new. Claims 17-40 are pending. The new claims and the

amendments to the claims, as indicated herein, do not add any subject matter to this application.

Support may be found, for example, in paragraphs [0022] and [0026] of the Specification as

published in U.S. Pat. Pub. No. 2005/0076130.

Claim Rejections Under 35 U.S.C. § 112

Claims 17-38 are rejected under 35 U.S.C. § 112, first paragraph, as allegedly failing to

comply with the written description requirement. Claims 17 and 26, as amended, overcome the

rejection. Accordingly, withdrawal of this rejection is respectfully requested.

Claim Rejections Under 35 U.S.C. § 102

Claims 17-38 are rejected under 35 U.S.C. § 102(e) as allegedly being anticipated by U.S.

Patent No. 7,089,194 (hereinafter "Berstis"). This rejection is respectfully traversed.

Claim 17, as amended, recites in part:

> storing, remote to a client, a first search term received from a user and
> used in a first search;
> performing a sponsored search to retrieve sponsored content, based on a
> second search term associated with the first search term used in the
> first search;
> selecting a set of sponsored content to integrate into information generated
> for display to said user by a non-search application;
> integrating said set of sponsored content within said information;
> displaying the information with said set of sponsored content by the non-
> search application.

Claim 17 recites performing a sponsored search based on a second search term,

associated with a first search term that is **received from a user** and **used in a first search**, for

retrieving sponsored content.

In contrast, Berstis describes "select[ing] adaptively targeted advertisements based on the

browsing history of a client." *See* Berstis, col. 14, lines 25-27. Specifically, Berstis describes

scanning "the datastream [addressed to the client] for keywords in order to generate a user

session specific list of keywords" to select targeted advertisements. *See* Berstis, col. 11, lines 37-

39. Applicants note that the "the HTTP **response** messages... constitute the datastream

addressed to the client." *See* Berstis, col. 11, lines 35 and 36. Thus, Berstis describing a

selection of advertisements based on data sent to the client. Selecting advertisements based on

data sent to the client, as described in Berstis, squarely contradicts performing a second

sponsored search for retrieving sponsored content based on **data received from the client** (*e.g.*,

a second search term associated with the first search term **received from a user**), as recited in

Claim 17. Furthermore, a thorough review of Berstis reveals, indeed, that Berstis is completely

silent with respect to performing a sponsored search using a second search term associated with a

previously used search term, which is received from a user, to retrieve sponsored content, as

recited in Claim 17.

     Therefore, Berstis fails to describe each and every element of Claim 17. Thus Claim 17

is patentable over Berstis. Claim 26, as amended, includes similar recitations as described above.

Therefore, Claim 26 is patentable for at least the same reasons as Claim 17. The remaining

claims depend from Claim 17 or Claim 26 and are patentable at least on that basis. Accordingly,

withdrawal of this rejection is respectfully requested.

Conclusion

     For the reasons set forth above, it is respectfully submitted that all of the pending claims

are now in condition for allowance. Therefore, the issuance of a formal Notice of Allowance is

believed next in order, and that action is most earnestly solicited.

     The Examiner is respectfully requested to contact the undersigned by telephone if it is

believed that such contact would further the examination of the present application.

Please charge any shortages or credit any overages to Deposit Account No. 50-1302.

Respectfully submitted,

Hickman Palermo Truong & Becker LLP

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